

Pramod Rawat

Shopify, WordPress & Front-end Developer

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Professional Summary

Experienced Front-end and eCommerce Developer with over 10 years of hands-on experience specializing in Shopify and WordPress. Proven expertise in building, customizing, and maintaining high-performance, scalable eCommerce solutions using Liquid, HTML5, CSS3, JavaScript, and Shopify APIs. Strong background in collaborating with designers and cross-functional teams to implement responsive UI, integrate third-party services (e.g., payment gateways, ERP, Contentful, Braze), and optimize storefronts for speed, SEO, and mobile performance. Adept in metafields, metaobjects, and extending functionality through custom and public Shopify apps.

Core Skills & Technologies

Front-End: HTML5, CSS3, JavaScript, Bootstrap, Tailwind CSS

Shopify: Theme Customization, Liquid, Metafields/Metaobjects, Shopify APIs, Shopify Plus

Headless & Frameworks: React.js, Next.js, Hydrogen (Basic), GraphQL (Basic)

CMS & eCommerce: WordPress, WooCommerce, ACF, Contentful

Design & UX: Figma, Adobe Photoshop, Illustrator

Performance & SEO: Core Web Vitals, Speed Optimization, Accessibility (ADA), SEO

Tools: Git, Webpack, VS Code, Chrome DevTools, JIRA, Bitbucket, Slack

Professional Experience

Senior Front-end & Shopify Developer

- Developed and customized Shopify themes using Liquid, HTML, CSS, and JavaScript.
- Built and modified Shopify stores based on diverse client requirements across industries.
- Integrated third-party APIs and services: payment gateways, ERPs, Contentful, Braze, and marketing tools.
- Collaborated closely with UI/UX designers to implement responsive, mobile-first interfaces.
- Optimized Shopify stores for speed, SEO, and Core Web Vitals compliance.
- Created and managed metafields/metaobjects and custom CMS systems within Shopify.

- Developed reusable React components for headless Shopify storefronts.
 - Provided post-launch maintenance, bug fixing, and performance enhancements.
 - Worked alongside PMs and QA teams to ensure timely and high-quality deliverables.
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Recent Projects

Hourglass Cosmetics

Shopify Developer

- Developed core Shopify templates (homepage, PDP, PLP, cart).
- Integrated GTM and dataLayer events for advanced analytics.
- Built custom marketing-focused product/collection landing pages.
- Ensured ADA compliance and Core Web Vitals optimization.

Velvet Tees

Shopify Developer

- Migrated data via Shopify API.
- Built over 40 custom sections: product grids, testimonials, IG feeds, galleries.
- Implemented typography/layout controls for mobile vs. desktop.

Mezlan & Warehouse

Shopify Developer

- Designed entire theme from scratch.
- Integrated React.js collection pages and mega menus.
- Implemented metafield-driven content and flexible media settings.

Armed Forces Gear

Shopify Developer

- Developed modular sections using Liquid schema.
- Created CMS flexibility via theme settings and metafield logic.
- Enhanced SEO and reduced load time significantly.

Shrichyawanayurved

Shopify Developer

- Developed homepage, collection, and PDP templates.

- Integrated subscription app and review systems.
- Built custom mega menus and improved mobile UX.

Earth's Splendor

React.js + Shopify (Headless)

- Converted Figma designs into a performant React storefront.
- Developed reusable components, metafield logic, and analytics integration.

Coderwrap

WordPress Developer

- Custom theme using ACF, dynamic templates for snippets and blog.
- Integrated chatbot and responsive form handling.

Insight Services & Co.

WordPress Developer

- Designed and developed a full theme from Figma wireframes.
- Integrated GA, chatbot, and optimized load times.

EHO Healthcare

WordPress Developer

- Built responsive templates using ACF.
- Delivered full CMS: Home, Hospitals, Team, Contact, etc.

I hereby declare that the above mentioned information is true to the best of my knowledge. I can produce the original documents as and when required and requested.

Yours Sincerely

Pramod Rawat